

JOIN THE PURE FOOD MOVEMENT



The people have been knocking at the doors of Congress for a pure food law—a law that will protect them from adulterated, misbranded foods.

YOU can join “the pure food movement” NOW, by eating a pure food—a food YOU KNOW is pure and clean—a food that stands the Test of Tooth and Time.

Such a food is shredded whole wheat, made of the best white wheat that grows, cleaned, cooked, drawn into light porous shreds and baked, presenting all the strength-giving elements of the wheat berry in their most digestible form.

The “Tin-Can Age” calls for a Tin-Can Stomach. Have you got one? Don’t leave it to Congress. YOU are the “Speaker of the House” in your own home.

Shredded Wheat is not “treated” or “flavored” with anything—not touched by chemicals or human hands—made in the cleanest, finest, most hygienic industrial building on this continent.

Every detail in the process of cleaning, cooking and shredding wheat is open to the world—no “secret process”—nearly 100,000 visitors last year. YOU are invited.

Remember you can grind up “any old thing” and call it a “breakfast food,” but you can’t SHRED anything but perfect, whole grains of cooked wheat.

THE BISCUIT (warmed in the oven) is delicious for breakfast with hot milk or cream, or for any meal in combination with fresh fruits, creamed meats or vegetables. TRISCUIT is the shredded wheat wafer, used as a Toast with butter, cheese or preserves.

Our new booklets are sent free.

**THE NATURAL
FOOD COMPANY**

Makers of

SHREDDED WHEAT PRODUCTS

Niagara Falls, N. Y.



“It’s All in the Shreds”

